

●My view point in *Tanna* (Kannami-cho, Shizuoka Prefecture)

This time around we went to "ORATCHE Dairy Kingdom" located in Tanna, Kannami-cho, about 20 minutes from Kannami Station by car. It is a place with lots of greenery and rich in nature.



◆A trip full of memories began with an interesting discovery

I immediately exclaimed "Oh, I see!" when I saw this sign at the entrance of Oratche Dairy Kingdom. I was wondering what Oratche meant the whole time before going to this coverage, and the answer was right there. Oratche is ORATCHE, from the initials of "Organic, Refresh, Agriculture, Tanna, Comfortable, Healthy, and Ecology". I was very excited because I wanted to experience for myself what was written on the sign.



◆My first time seeing a dairy cow



I only saw dairy cows on TV, and my first thought upon seeing a real one is that "they're huge!" I was surprised to see dairy cows bigger than I expected, and that each cow was numbered from birth. The barn we visited is home to approximately 150 Holstein cows, and each cow produces 20 liters of raw milk per day. The raw milk is processed into milk, yogurt,

cheese, etc. What I found very interesting was that cows enter the milking shed by themselves, and form a line looking like they want to be milked quickly. I felt that they were very considerate with the cows because they move pregnant and nervous cows to other barns.

#### ◆Long-established Tanna Milk factory

Across ORATCHE is a milk factory called "Tanna Milk" which has been in operation for about 70 years. Milk expressed from cows oxidizes over time and loses its flavor. Unlike other milk factories, Tanna Milk's factory is located close to dairy farms, so raw milk can be transported from dairy farms to factories within a short period of time. Therefore, raw milk with fewer microorganisms and higher nutritional content can be processed. I was so amazed about the speed at which the raw milk is transported, inspected, processed, and packaged to be shipped in the next day or two.



#### ◆Mechanism for sustaining a virtuous cycle



We took a 5-minute drive from ORATCHE and toured the composting facility. Compost is created from letting cow dung dry for three months, then fermenting it for another three months. Cow dung usually ends up as industrial waste, but by composting it, it can be used to produce delicious vegetables and green pasture without anything

going to waste. The dung from cows that graze on these pastures can also be turned into compost. I learned a lot from this sustainable virtuous cycle in line with the idea of SDGs.

◆ **Various experiences you can enjoy in ORATCHE**

I enjoyed "Butter Making Experience" where I made butter by shaking fresh cream in a bottle for 15 minutes, "Milking Experience" where I milked a cow by hand, "Feeding Experience" where I fed sheep, goats, ponies, and rabbits, and "Seasonal Vegetable Harvesting Experience" where I harvested potatoes to take home. I made a lot of memories - the scenery of rice paddies and fields made me feel nostalgic of my hometown, and I experienced milking cows for the first time. I was also very impressed by how everyone at ORATCHE is working together to improve the community. I hope that more people will know about



ORATCHE Dairy Kingdom and learn about how an ideal community can be formed.

